



2024 Rules, Regulations & Guidelines Asia Pacific

Introduction

The purpose of this document is to provide guidance and principles on the MONIN Cup 2024 to create a worldwide standard. All the necessary information about the final competition, competitor requirements, judges and rules surrounding the event is detailed here.

General Information

1. Thematic

MONIN Cup 2024 – Low is More

Welcome to MONIN Cup, an exhilarating bartending competition designed to push the boundaries of your mixology skills to new heights.

In a world that's embracing the **No/Low ABV Trend**, we invite you, young and talented bartenders, to craft alternative, innovative and unforgettable drinks.

As competitors, we challenge you to elevate your cocktail creations beyond mere taste and into the realm of storytelling. Creativity will be the pillar of our judging, encouraging you to think outside the glass and embrace the unconventional.

2. Calendar & Deadlines

- **East Indonesia Region** (East Java, Bali, Sulawesi, West Nusa Tenggara, East Nusa Tenggara, Maluku, Papua):
 - 10 May 2024** : Deadline for submitting recipe video for East Indonesia region.
 - 13 May 2024** : Announcement top 16 participant to compete in Bali.
 - 20 May 2024** : MONIN Cup competition East Indonesia region.
- **West Indonesia Region** (Jakarta, Central Java, DI Jogjakarta, West Java, Sumatera, Kalimantan):
 - 17 May 2024** : Deadline for submitting recipe video for West Indonesia region.
 - 21 May 2024** : Announcement top 16 participant to compete in Semarang.
 - 29 May 2024** : MONIN Cup competition West Indonesia region.
- **5 June 2024** : Grand Final in Jakarta (ticket & accomodation provide by MONIN)
- **1 July 2024** : Deadline for submitting APAC national winners & final recipes to marketing team in MONIN Asia.
- **3 September 2024** : APAC Finals in Kuala Lumpur, Malaysia to determine the Top 3 APAC winners who will compete in Global Grand Finale in France.
- **30 September 2024** : Deadline for submitting the recipe to Trade Marketing Team in France for Grand Finale
- * • **Beginning of December 2024** : MONIN Cup Grand Finale in France.

If you are unable to meet these deadlines or attend the dates of the competition, please inform your MONIN representative or contact immediately.

Organizing Members

On a national scale, the organization of each MONIN Cup should be under the responsibility of the local MONIN importer with the support of a MONIN representative.

For the competition day, it is advised to setup a special working committee who will :

- Ensure that the competition rooms and stage are set up properly
- Check that no products, tools or equipment are missing
- Be the referent for participants for any questions or technical problems
- Brief the jury on the rules before the competition
- Manage the press, photographers and judges
- Manage the workflow of the entire operations and guests attending

We advise the organizer to cooperate with local bartenders' associations as it is important to have a professional authority to refer to.

The organization is free to create partnerships with spirit, mixers or other soft drink brands. In the case of sponsorships or partnerships, organizers may opt to make the products compulsory to use during the local competition. **The list of products sponsored must be shared at least 2 months before the competition to the local participants.** It is advised to not make too many products compulsory and restrict to a maximum number of 1-2 brands as this may restrict creativity in beverage creations.

Please note that sponsorships or partnerships applied on national/local competitions will not be applied for the APAC finals.

Acquisition of partners can be conducted through the importer's portfolio, the barmen association or through international agreements.

Prizes

Indonesia Prizes

- Cash Prize
- Sponsored trip to the regional Asia-Pacific Finals in Kuala Lumpur (Champion)
- Champion Trophy & Certificate of Participation
- MONIN Products
- Partner Prizes

Asia-Pacific Prizes

- Cash Prize
- Sponsored Top 3 Finalists to compete in the International Grand Finale in France
- Champion Trophy & Certificate of Participation
- MONIN Products
- Partner Prizes

Candidates

Competitor Selection Process

For each competitor to take part in the competition, all the following criteria must be met :

- Competitor should be either professional or students from bar or hospitality school.
- **The age limit to participate in the MONIN Cup final is 27 years old.** (All candidates born in 1997 or after)
- The competitor must hold a valid travel passport in anticipation to travel to compete for the regional or global finals. The organizers will not be responsible for non-valid travel documents.
- On the day of the competition, all competitors will be required to bring their own bar tools and glasses and follow the exact recipe that has been submitted. Changes to the recipe could result in points being deducted or disqualification from the competition.
- All competitors must be able to speak and present their drinks in **English**.
- Should the candidate be qualified to join the MONIN Cup Asia Pacific Finals, the candidate has the choice to register with the same recipe or a new/improved recipe that he/she has presented for the national/local MONIN Cup competition within the stipulated deadline for submission. However, please note that the recipe for the APAC finals should be used in the Grand Finale in France.
- Only a maximum of 2 competitors are allowed per organization/chain to compete in the competition.

Competition Format & Timings

Competitors will have 30 minutes in the pre-stage area to prepare their garnishes, finalize their ingredients, and ensure that all aspects of their drink are ready for presentation (garnishes can be prepared beforehand).

Once the competition begins, competitors will have 3 minutes to set up their station.

After the countdown, they will have 10 minutes to prepare and present their cocktail, explaining its inspiration and connection to the competition's theme. Four identical servings of the cocktail will be prepared, three of which will be served to the judges and one for photography or display purposes.

Finally, competitors will have 2 minutes to clean up their station and return all equipment and ingredients to their original places.

Pre-Stage Area : 30 Minutes
Preparation Time : 3 Minutes
Presentation Time : 10 Minutes
Clean-Up Time : 2 Minutes

Competition Flow

Local MONIN Cup 2024 will be held in several stages to determine national/local winners to represent their respective countries in the Asia Pacific Finals in Kuala Lumpur.

- Option to hold a preliminary round via digital recipe submission (if the country is too wide or hard to cover) or physically to determine the top 12 finalist to compete in the local on-ground semi-finals competition.

- The local on-ground semi-finals is to determine the top 6 finalists, followed by a Mystery Box round to determine the winner of the national/local competition.

Judges

Judges Selection

The organizing committee, (i.e., MONIN Asia) shall recruit several judges for each category requiring a judgment.

1-2 panels of minimum 3 judges is/are selected among MONIN staff or representatives, an industry professional from the bar scene, highly esteemed beverage professionals or/and any recognized experts that are able to judge the competition from a technical, sensorial and performance point of view.

The team of judges will analyze all aspects of the competitor performance: efficiency and skills of the competitor, appearance, aroma, taste, link with the theme of the competition, and the storytelling / English oral presentation.

Judges Code of Conduct

All selected judges must :

- Be committed to cocktail excellence and promotion of the bartender profession. Judge each drink on its own merit and not against other drinks.
- Refuse judging in case of a conflict of interest. If a judge is deemed as biased in any way towards a competitor or perceived by others to have a conflict of interest with one or several of the competitors, then the judge may be disqualified from judging.
- Behave ethically, honestly and with integrity. Respect fellow judges, competitors, volunteers, and staff at all times.
- Appreciate and be sensitive to culturally different opinions and customs.
- Maintain appropriate confidentiality. Do not misuse privileged information in areas sensitive to fellow judges, competitors, volunteers, or staff that might cause harm or embarrassment.
- Abstain from talking to each other unless all the judges have finished filling in the scoring sheet.

Competitor Code of Conduct

The organizing committee requires that all competitors will be honest in their behaviour and respect the rights, opinions, and culture of fellow competitors and all others involved in the competition.

Each competitor is required to use the exact drink recipe they submitted before the entry deadline and not to make any change or alteration, as this will result in points being deducted.

1. General Guidelines

By entering this competition, each competitor is agreeing to give MONIN the full right to use all cocktail and drink recipes created and presented during all stages of the competition for use in any and all publication.

A competitor is an ambassador not only for the bar/school they are representing, but also for the bartender craft. A competitor's interaction with the public, as well as other professionals, reflects greatly on the global bartender community. Please respect this responsibility.

All competitors are expected to be committed in pursuing drink excellence and are encouraged to share information and knowledge among each other to improve the bartender craft.

MONIN wishes to take, reproduce, and use photos or videos of the event for promotional purposes in link with the event. As part of the competitor's participation in this event, MONIN asks that they read and certify the model release agreement provided and send it back fully signed and completed before competition starts.

Rules, Regulations & Guidelines

1. Digital Preliminary Competition (Optional/If Required)

In the case that some countries are to receive or expect a large number of competitor registrations, it may be required to run preliminary rounds via digital platforms or on-ground competitions that will replicate the formats of the semi-finals.

Format & Timings

For the digital competition, competitors are required to prepare a **1-2 minute video crafting a unique cocktail while explaining the inspiration and technique used behind the cocktail**. Competitors are allowed to prepare garnishes beforehand of their choice.

It is important that the audio in the video is clear. Additionally, video formats should be less than 1GB, be in high quality and in mp4 format. Competitors are required to submit their entries (video & recipe) through the links provided by the organizing committee.

From the submissions, a panel of judges should be formed to select 12 winners to proceed to the semi-finals of the national/local competition. Recipes presented in the preliminary video will be required to be brought and presented at the semi-finals of the national/local competition.

Deadline

Competitors will be required to send their registration forms with the full recipe and ingredients to the organizers no later than the stipulated deadline set by the local organizers. Doing otherwise could result in disqualification from MONIN Cup. See registration form in appendix.

2. Physical Semi-Final Competition

Format & Timings

There will be two rounds of competition :

- Semi-Finals to determine Top 3 finalist each region.
- Grand Final in Jakarta for Top 6 finalist.
- Mystery Box to determine the national champion that will be advancing to the Asia Pacific Finals.

In the entire competition, participants will be required to give a short explanation of their choice of recipe, ingredients and the MONIN flavours used.

The competition order of the finalists will be defined randomly by the organizer beforehand and announced on our digital platforms.

Competitors will be required to be at the pre-stage/preparation area at least 30 minutes before their competition time to prepare everything they require and to ensure that all aspects of their cocktails are ready for their presentation.

Garnishes and infusions are allowed to be pre-prepared beforehand if required. Please note that only a maximum of **1x homemade ingredient** will be allowed. (Refer to details Recipe & Ingredient Requirements)

Competitors will be required to standby 10-15 minutes before their competition time to be

ready to move on-stage. Upon moving to the competition stage, each competitor will have 3 minutes of preparation time, 10 minutes of presentation time, 2 minutes of clean-up time to reset the station.

Each competitor will be required to prepare 4 identical servings of their cocktails, 3 to be presented to the judges and 1 for the photography/display station.

All competitors are required to check-in at the beginning of the competition day for a pre-competition briefing and encouraged to stay at the venue for the entire duration of the event. If the organizers are unable to locate the competitor, this may result in disqualifications.

Penalties to apply for exceeding time limit allocated. (Minus 1 point for every 30 seconds overtime)

General Considerations

Each competitor are required to present the same exact cocktail recipe submitted before the entry deadline and not make any changes or alterations as this will result in points deduction.

It is the responsibility of the organizers to provide all MONIN products required for the competitors during the competition day.

When the recipe is submitted, the organizing committee will tell which ingredients can be made available and which ones must be brought by the competitor. Some ingredients may not be available at the competition location, so make sure it is taken into consideration.

If there are no particular partnership or sponsorships with other brands, candidates are required to bring their own alcohol to use during the competition.

Competitors will need to bring all their own glassware or serving vessels that they need, making sure there is enough for the 4 drinks to be prepared. If there is a glassware partner, the competitor will be required to choose among the partner's choice of glasses.

Participants are advised to bring their own equipment to prepare their drink and garnish (Jigger, shaker, etc). It is the competitor's responsibility to make sure their equipment and mise-en-place is complete within the 3-minute preparation time. Garnishes will be prepared separately.

Recipe & Ingredient Requirements

To create the final drink, competitors must include at least 10ml of any MONIN product, such as Le Sirop de MONIN, Le Fruit de MONIN or any available range in your specific country. Multiple MONIN products are acceptable if the product is available in the Asia Pacific region and supplied by MONIN Asia.

If competitors are using sugar substitute syrups such as MONIN Agave, Honey, Gum or Pure Cane Sugar Syrups, this will need to be accompanied by a second MONIN product/flavour.

Competitors are free to incorporate any edible ingredients from brands not competing with MONIN (syrups, purees, or liqueurs) into their recipes. The number and quantity of ingredients used are unrestricted, as long as they are safe for consumption.

Only one homemade ingredient is permitted per competitor, but it must satisfy the following criteria:

- It can be an infusion, bitter, juice etc...
- Homemade syrups, cordials, or similar products must be based on MONIN products. For instance, "Pineapple and curry syrup" should be a blend of MONIN Pineapple syrup and

curry powder.

- If using a homemade syrup, cordial, or comparable product, an unadulterated MONIN product must also be included in the recipe.
- Homemade syrups are forbidden if an identical flavour exists in the MONIN range.
- All homemade components must be thoroughly explained, including the recipe, and submitted on the registration form before the application deadline.

Garnishes can be edible or not, if they are consistent with the drink or the theme of the competition.

This year's theme emphasizes the growing popularity of No/Low ABV cocktails, so we're introducing a new requirement for the final drink's alcohol content: the beverage must have a maximum ABV of 8% before dilution.

Any drink submitted with an ABV exceeding 8% before dilution will be disqualified from the final competition.

ABV Calculator : <https://www.cocktailcalc.com/>

3. Mystery Box Round (Top 3 Finalist)

The top 6 finalists are required to prepare and make 1x MONIN alcoholic cocktail recipe for the final round of the competition using the mystery ingredients in the box. As recipes are to be created on the spot from a mystery box, competitors are not allowed to seek advice from anyone during this period.

During the recipe writing, all competitors are not allowed to have any external communication at this point of time and seeking advice by phone, e-mail, or talking is a motive of disqualification.

The finalists will have 30 minutes to prepare and plan their recipes, followed by 5 minutes to present their concoction to the judges. Recipes must be submitted to the organizers by the end of the 30 minutes preparation time; this includes the selection of ingredients for their mix, tasting, preparation of garnish, listing of FTK, etc.

The competition order of the finalists will be determined by random by the organizers.

When writing the recipes, it shall expressed in mililitres (ml), divided in respectively: whole numbers (10,20,30...) and accurate denominations of (15, 25, 35...) and for smallest quantities: dashes and/or drops.

Recipes shall include at least 10ml of MONIN product(s).

For the drinks, finalists will prepare 4 full drinks: 3 to be presented to the sensory judges and 1 for display/picture purposes.

It is the responsibility of the organizers to provide all MONIN products for the Mystery Box round and competitors are expected to bring their own bar tool materials (jigger, shaker, etc) to prepare their drinks and garnishes. It is the competitor's responsibility to ensure that their tools are complete before preparation time.

Mystery Box Ingredients

The Mystery Box will be prepared by the organizing committee and shall consist of products from the below categories.

- I. MONIN Syrup
- II. MONIN Fruit Mix
- III. MONIN Sauce(s)
- IV. Spirits
- V. Herbs, Vegetables, Spices
- VI. Soft Drinks & Juices
- VII. Fresh Fruits

The Top 6 Finalists should use a maximum of 5 ingredients (including spirits and MONIN product) from the mystery box to create drinks for the final round of MONIN Competition. Every recipe should have at least 10ml of MONIN product(s). Garnish is not included as an ingredient in the drink and can be prepared prior going onto stage.

The general rule and theme No/Low ABV below 8% of the competition still applies for the Mystery Box final round.

Molecular mixology shall not be used for the drink or presentation, example : dry ice, smoke gun, caviars, fogs, etc.

Judging Criteria

The judging committee will make sure that each competitor's number and details are filled in correctly on the scoring sheet. They will sign the scoring sheet after each drink is judged and all scoring sheets shall be collected and delivered to the scoring committee who will compile the results.

Digital / Preliminary Competition Judging will consider :

- **The Competitor's Presentation** : Personal presentation and ability to communicate the story behind the recipe.
- **Skills** : Having an organized, clean, and efficient way of working, maintaining a clean work area, avoiding spillages.
- **Technical** : Includes bartending skills as well as techniques and methods used for the sub-theme, No/Low ABV below 8%.
- **Following the Recipe** : Competitor's ability to use the exact measurements, methods and ingredients based on the recipe.

Physical Semi-Final Competition Judging will consider :

- **The Candidate's Presentation** : Personal presentation and ability to communicate in English.
- **Cleanliness** : Having an organized, clean and efficient way of working, maintaining a clean work area, avoiding spillages.
- **Technical Skills** : The competitor's skill and proper use of bartending techniques.
- **Drink Evaluation** : The appearance and presentation of the cocktail, aroma, taste, balance, originality, and how it links to the theme of the competition.

A total of 30% of the Mystery Box round will be contributed to the total overall score. Penalties shall apply for exceeding the time limit. (Minus 1 point for every 30 seconds overtime)

Competitors

Competitors should be in the preparation room 30 minutes prior to his/her scheduled time slot. Any competitor who is not on stage at the start of their 3 minutes preparation time may be disqualified.

The organizing committee reserves the right to reject any participant, recipe or recipe name if considered unacceptable or in breach of the rules.

Results Gathering & Announcements

Once all the competitors have presented their drinks, the scoring committee will compile all the scores and determine the ranking of all the competitors. The committee will double check all the results to avoid any mistakes.

Results of the competition shall be announced at the end of the competition day and the Top 3 winners will be selected.

For National Competitions : The winner will be able to compete in the Asia Pacific Finals

For Asia Pacific Finals : The Top 3 Finalists will represent their respective countries in the Grand Finale in France.

If in the case that any of the national champions are not able to join the Asia Pacific Finals, the organizers reserve all rights to offer the competition slot to the finalists placed after them.